

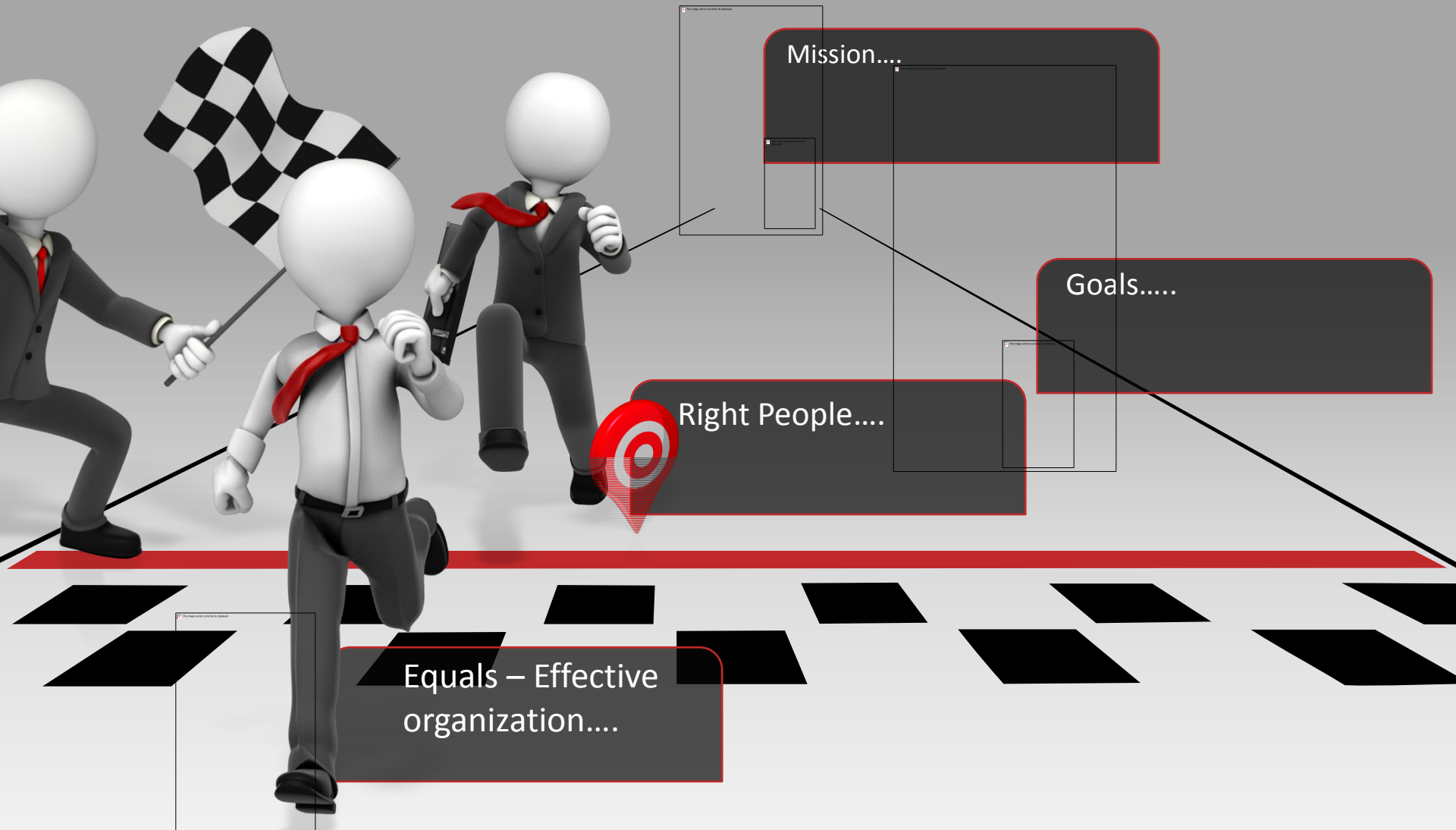
Mission & Goals

Dr. Deanna Townsend-Smith
NC Office of Charter Schools



Organization Core

Animated



Why Does Your School Exist

Get and Stay Involved

- Write Down the Following
 - The mission and core values of your organization.
 - Who is your market? What do they need from you?
 - What measures will you, the governing board members, use to determine the effectiveness of your charter school?
- Question
 - Do these key components of the organization align with the recruitment and development of board members?

Mission

"When you discover your mission, you will feel its demand. It will fill you with enthusiasm and a burning desire to get to work on it." - W. Clement Stone

"The mission says *why* you do what you do, not the means by which you do it." – Peter Drucker

The mission should resonate with everyone whether they just joined an organization, or have been there since the beginning.

- Reflection Time
 - Does your marketing plan reflect your mission?
 - Who is in charge of carrying out and communicating the mission?

Goals

“Setting goals is the first step in turning the invisible into the visible.”

Tony Robbins

S.M.A.R.T. stands for:

Specific: A specific goal has a much greater chance of being accomplished than a general goal.

Measurable: A clear criteria for measuring progress toward attainment of each goal set should be established.

Attainable: Goals that are important to the organization are easy to figure out how to make them come true.

Realistic: Realistic goals represent an objective toward which the organization is both *willing* and *able* to work.

Time Bound: A goal should be time bound. Deadlines too far in the future are easy to put off, goals set too close tend to be unrealistic and have little success.

“A goal without a plan...is a wish” (Herman Edwards)

An Organization.....



- Achieves success in its goals, excellence in its operations not by good fortune and hard work, but by focused effort on the right things:
 - Academic Excellence
 - Fiscal Viability
 - Legal Compliance
 - Board Productivity
 - School Improvement

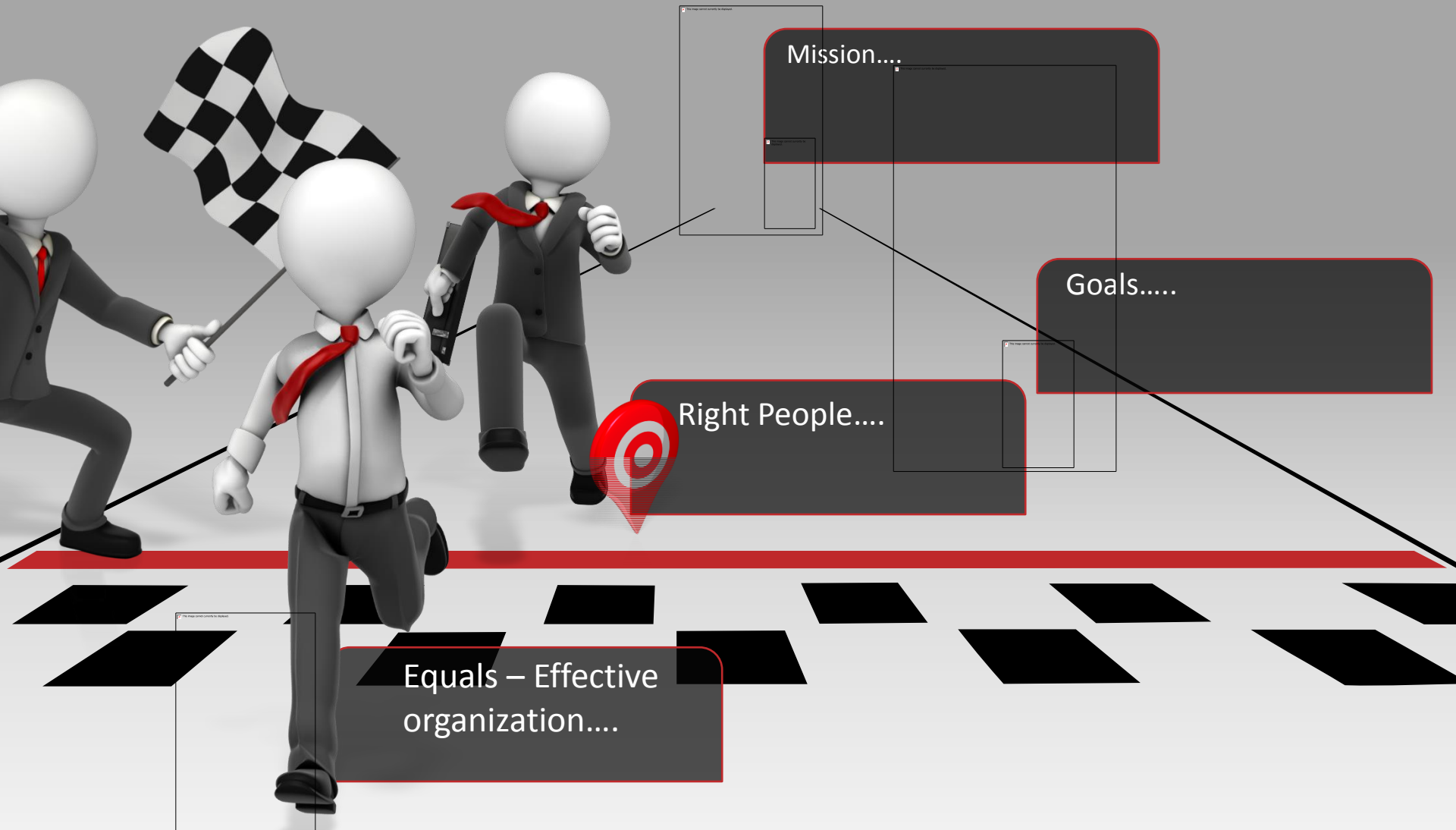
You Must Monitor Your Charter.....



- Academic Performance
 - Overall Academic Proficiency
 - Individual Student Academic Growth
 - Subgroup achievement gaps in both proficiency and growth
 - Student attendance
 - Postsecondary Readiness (high school)
 - Student graduation rates
- Governance and Finance
 - School leadership effectiveness
 - Pupil attrition rates, wait list information
 - Community Connections
 - Overall Compliance
 - Financial performance and sustainability
 - Board performance
 - Monitoring school improvement plan
 - Teacher working conditions survey

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QUESTIONS?

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